

An illustration of a hand holding a paintbrush, positioned in the upper right corner of the slide.

# Group Assignment 1 Innovative Ad for Rare Beauty

An illustration of a hand holding a makeup brush, positioned in the lower left corner of the slide.

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# Background



Budget:  
\$2 Million

Media:  
Digital Media

## Things To Know:

- Celebrate individuality by redefining beauty
- Accessibility
- Mental Health & Social Acceptance

# OUR AD:

## Problem We Are Solving:

- Rare Beauty Identity
- Brand Image Apart from CEO
- Engagement

## Why The Ad Solves The Problem:

- Individual Brand Identity
- Engagement from audience
- Makes the brand “on trend”

## How The Ad Is Innovative:

- 3 part campaign guarantees views/engagement/insights
- Paid boosting/ad codes for reach internal & external
- Harnessing trends for relevance

## Expected Outcome of Ad:

- Brand Identity in the industry
- Become an “IT” make up brand
- Association aside from CEO
- Generate sales



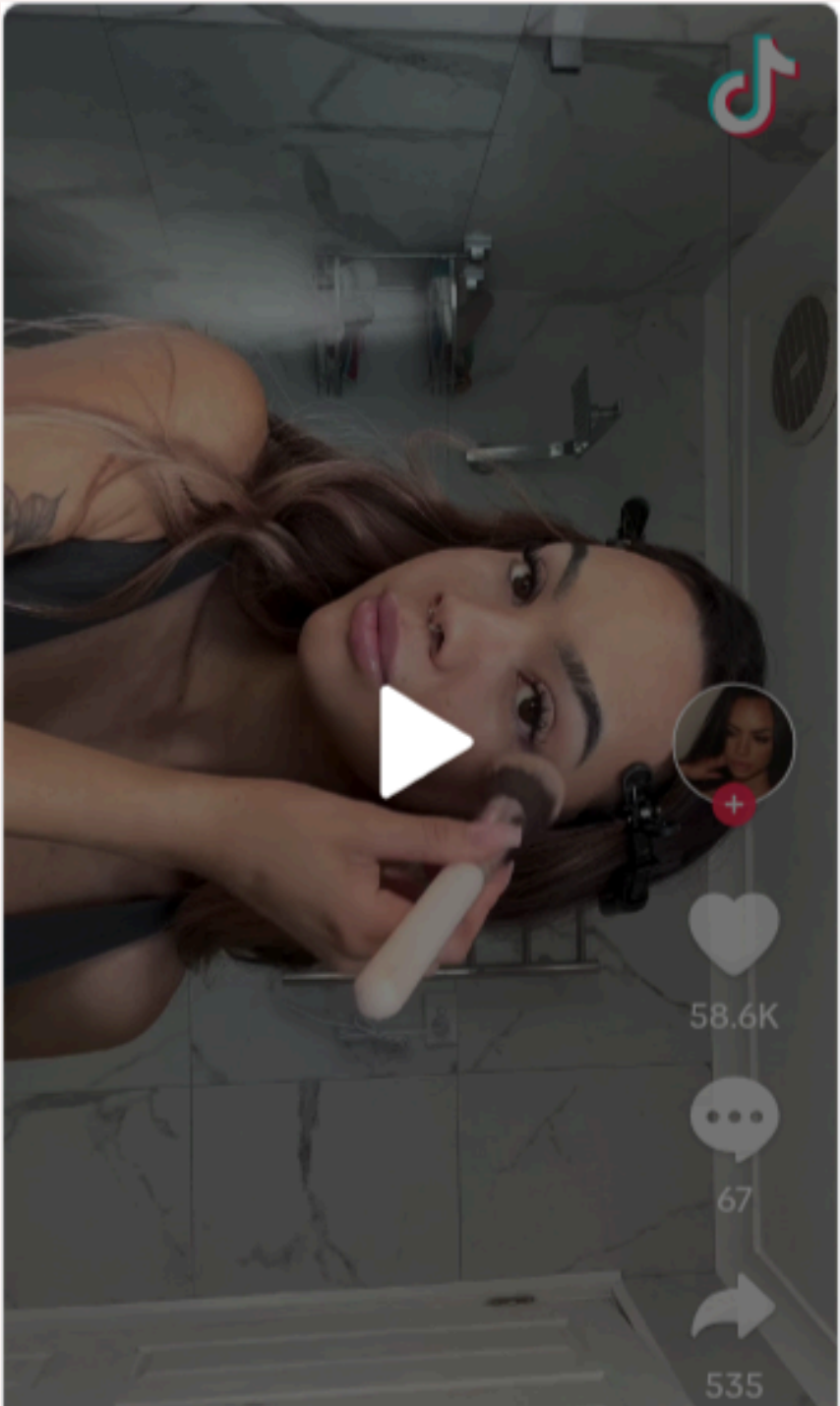
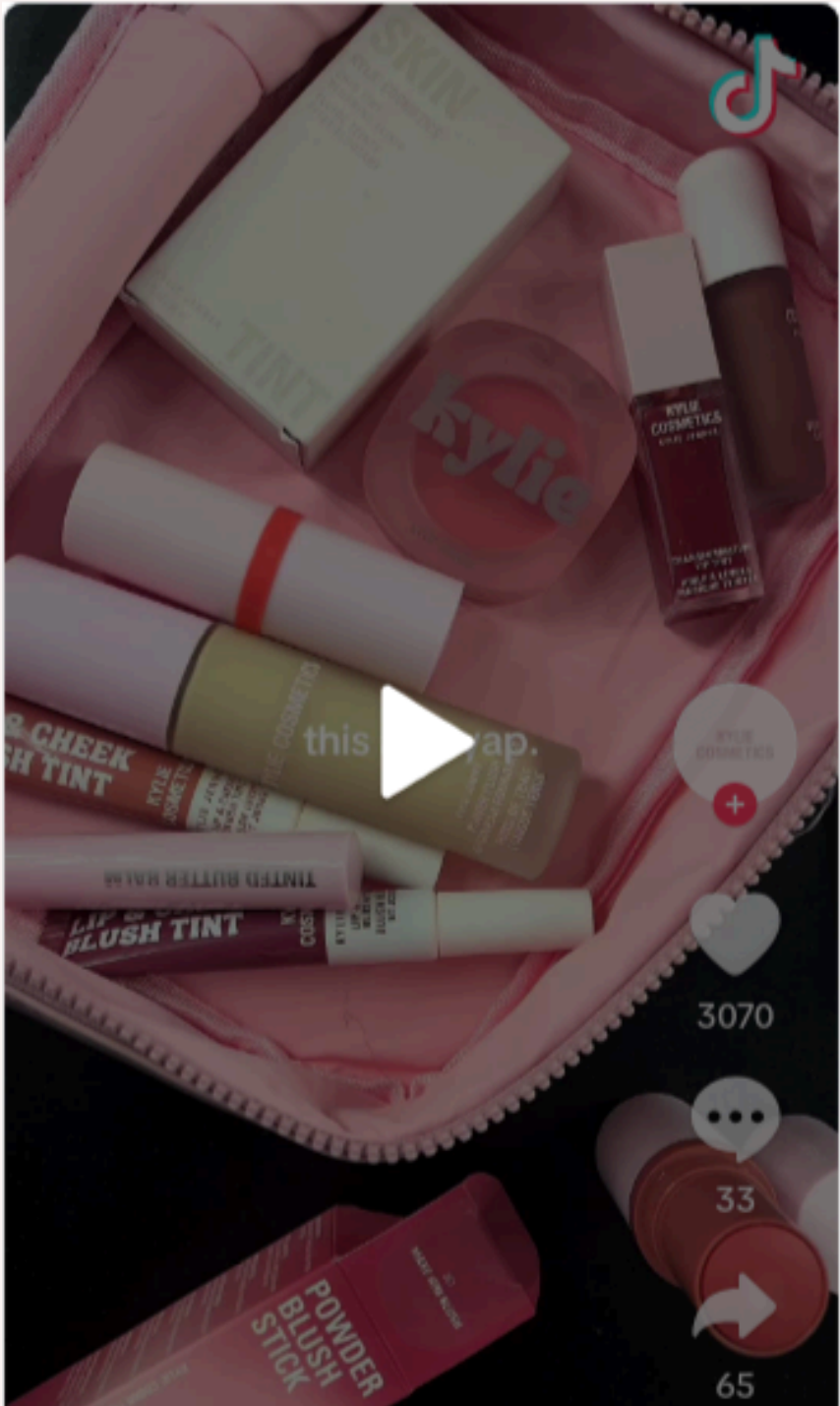
PROJECT DESCRIPTION & DELIVERABLES

RARE WAY TO PAY A BILL

THIS AND YAP

VOGUE MAKEUP TUTORIAL

Content is no longer available



# Main Objective

The main purpose of the ad is to increase interest in accessibility in products in order to shift market share away from Fenty Beauty and Rhode Skin and increase market share for Rare Beauty.

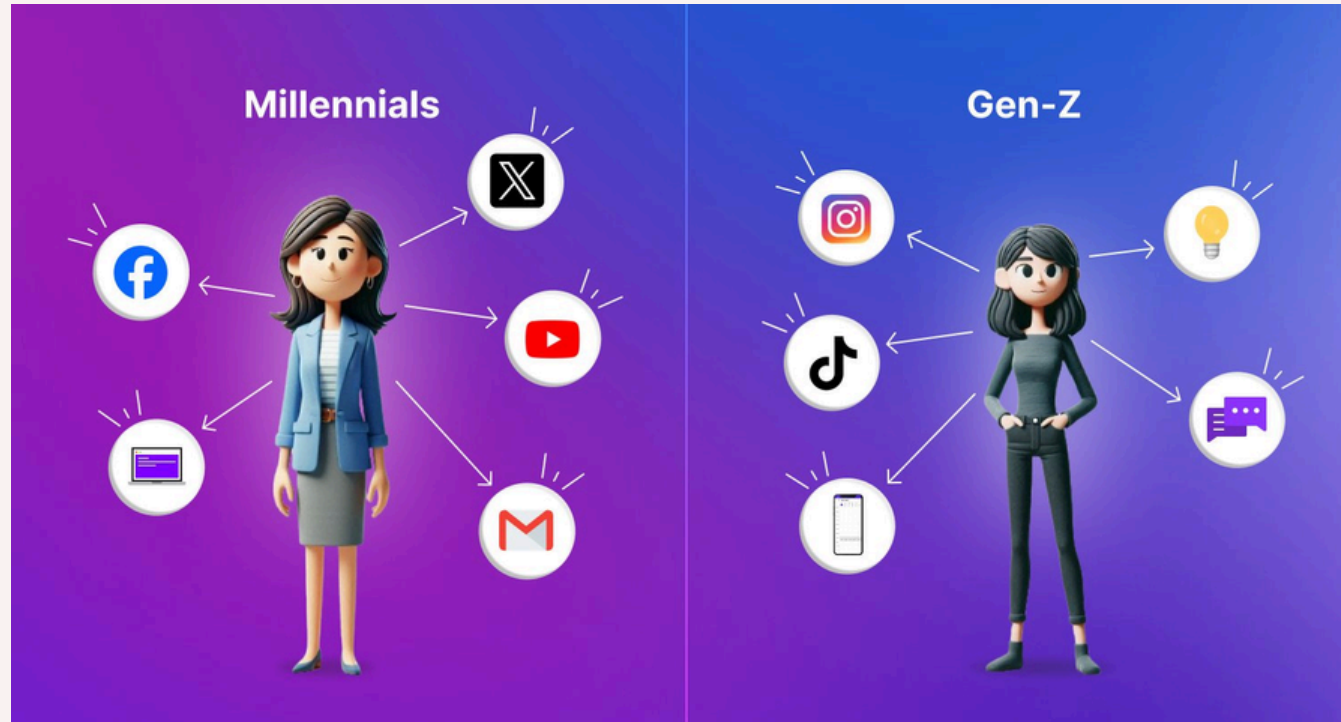
We want to create a brand separate from Selena Gomez as a whole, to push the products alone and tie it together with how it benefits mental health.





# Target Audience

## Demographics:



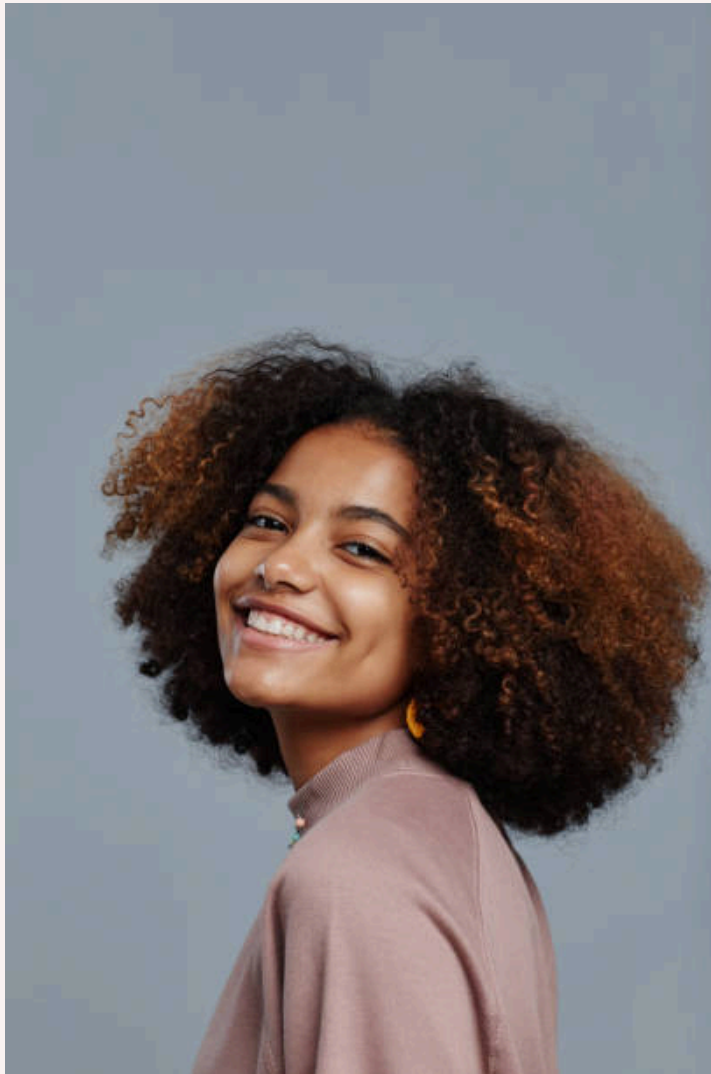
## Insights:

- Prioritize brands that align with their personal beliefs
- Highly active on social media platforms
- Embrace individuality and celebrate diversity in all its forms.
- Mindful of their purchasing decisions and prioritize brands that prioritize sustainability, ethical sourcing, and cruelty-free practices.



# TARGET AUDIENCE

**Nancy – 21 years old – Live in North Carolina**



- Desire for Inclusive Shade Ranges
- Appreciation for Authenticity
- Connection to Selena Gomez's Advocacy

**Tracy – 24 years old – Live in New Jersey**



- Value-driven consumers
- Digital natives
- Beauty enthusiasts
- Interest in cruelty-free and vegan products
- Active participants in social conversations

# MESSAGING

**“YOUR INNER BEAUTY SHINES BRIGHTEST”**



Inclusivity



Mental Health



Cruelty free and Vegan



# Budget – \$2 MILLION

**Influencer 3 Part Ad Campaign:**

**\$30K Offer per creator (10)  
(3TikTok Videos) + Product \$25**

**Total Cost = – \$301,500**

**Ad Boosting (365 day codes):**

**\$50 boosting a day/video (30  
videos total – 3 per 10 creators)**

**Total Cost = – \$547,500**

**Brand Internal Ad:**

**\$1000 boosting per day for 365  
days per 3 chosen ads**

**Total Cost: – 1,095,000**

**ROI: Return on Investment**

**Monetization:RPM \$1.50 per each  
1000 views**

**Total Cost: + \$75,000**

# Our Process



1. LACK OF ADVERTISING FOR THEIR PURPOSE
2. DIFFERENT AUDIENCE NEEDED
3. ADVERTISING IS ALL SURFACE LEVEL
4. DIFFERENT AUDIENCE
5. FOLLOW IN THEIR FOOTSTEPS (TIKTOKS)
6. PULL IN YOUNGER GENERATIONS TO KEEP IT FRESH
7. KEEP CONSUMERS INVOLVED AND ENTICED TO COME BACK
8. CHANGE THE PURPOSE

# Why us ?

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Community management skills



Our passion for  
Rare Beauty's mission



Social media marketing skills



Content creation skills



# Thank You

Need More Insight? Visit Our Website:

[www.rarebeauty.com](http://www.rarebeauty.com)

